

LUCKY LAYLA FARMS



Properties list:

dairy, eggs and cheese
wrapper
gable top
box
cardboard and paper
historical, traditional
hand-made
identity by pictograms
identity by typography
identity by illustration
identity by system of colour
identity by textures and patterns
milk
concept
range of products
end-user packaging

Lucky Layla Farms is a small town dairy farm in Plano, Texas. Since January of 1968, they have been producing quality "blue ribbon" products such as signature compound butters, and simply delicious unprocessed milk. A playful, "county fair/blue ribbon" theme was chosen to portray the award winning, zero preservative nature of the Lucky Layla Brand. Providing a sense of Texas charm, the packaging portrays a dairy farm that focuses on quality products with an award winning attitude.

Reference: <http://www.jayresslerdesign.com/portfolio/lucky-layla-farms/>

Credits:

Country: USA

Year: 2012

Designer: Jay Ressler

Other images:

